

## McDougall-Led Optometry PR Programs Honored at 2020 PRSA Rochester PRism Awards

*Initiatives from CooperVision, IACLE, and CORE Among Top Winners;  
CooperVision clariti 1 day Experience Named Best of Show*

**ROCHESTER, N.Y., June 19, 2020**—The Public Relations Society of America (PRSA) Rochester chapter has announced the region's top communications programs and projects of the year, including multiple optometry initiatives led by [McDougall Communications](#). Honorees were recognized at the 2020 PRSA PRism Awards, hosted virtually for the first time in its 30-year history.

For the third straight year, the firm was awarded Best of Show. Developed in collaboration with [CooperVision](#), *Brighter Day, Brighter Planet – the clariti 1 Day Experience* was lauded as the most outstanding corporate program. It showcased the company's commitment to design innovation and sustainable practices, centered around the clariti 1 day contact lens manufacturing facility in Alajuela, Costa Rica.

Ten campaigns and tactics for CooperVision, the [International Association of Contact Lens Educators \(IACLE\)](#) and the [Centre for Ocular Research & Education \(CORE\)](#) were singled out for their strategic planning, execution, and outcomes. Winners included:

- Crisis Communications (Non-Profit PRism): *The COVID-19 Pandemic – Combatting Contact Lens Myths* with CORE
- Events & Observances (Corporate PRism): *Brighter Day, Brighter Planet – the clariti 1 Day Experience* with CooperVision
- Global Communications (Non-Profit PRism): *Make Your Mark – Celebrating Four Decades of Exponential Impact* with IACLE
- Integrated Communications (Corporate Award of Excellence): *Game Changer – Introducing the MiSight 1 Day Contact Lens* with CooperVision
- Marketing (Corporate Award of Excellence): *Taking on Myopia – MiSight 1 Day US Industry Launch* with CooperVision
- Advertorials (Corporate PRism): *Multifocal Fitting with Confidence – OptiExpert Advertorials* with CooperVision
- Advertorials (Corporate Award of Excellence): *In the Spotlight – 2019 Best Practices Advertorials* with CooperVision
- Creative Tactics (Non-Profit PRism): *Make Your Mark* with the IACLE
- Editorials & Op-Eds (Corporate PRism): *Our Myopia Obligation – Review of Myopia Management Guest Column* with CooperVision
- Research (Corporate PRism): *Shining a Light on New Contact Lens Wearers* with CooperVision

McDougall Communications has deep roots in optometry and ophthalmology communications and marketing. In addition to its work with CooperVision, IACLE and CORE, the firm has provided counsel to organizations such as the American Academy of Optometry Foundation, the Contact Lens Institute, OcuBlink, and Labtician Ophthalmics. Its founder is the former global head of communications and public affairs one of the world's largest eye health manufacturers, where he oversaw the corporate, vision care, surgical and pharmaceutical categories.

“Although we’re a communications firm that practices across multiple industries, optometry and ophthalmology are especially close to our hearts,” said Mike McDougall, APR, Fellow PRSA, the agency’s president. “I can’t overstate the ingenuity of the people behind the programs—our clients at CooperVision, IACLE and CORE, our agency partners, and the entire McDougall Communications team. The same strategic focus, brave thinking and tenacity that led to these honors have helped us navigate the events of 2020. New challenges often require creativity and bold ideas, making us love our work even more.”

McDougall-led programs for clients in the LED lighting, health information technology, economic development and education sectors also took home 2020 PRSA PRism honors.

McDougall Communications ([mcdougallpr.com](http://mcdougallpr.com)), founded in 2011, is focused on helping clients across the Americas, Europe and Asia-Pacific meet their business objectives through a range of communications services, including strategic planning, media and influencer relations, reputation and crisis counsel, and social media management.

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